

CUB Cross Ex 3



Customer 1st in Action

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I.C.C. DOCKET NO. 00-0043

CUB Ex Exhibit No. 3

Witness _____

Date 4/1/2000 Reporter Jew

Recommending Ameritech Optional Calling Plans

Consumer Services
Performance Improvement

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Analyzing Toll to Recommend OCPs

Introduction

Facilitator Note:

- Begin here after participants have completed the review activity.
- During the first part of this lesson, we learned how to discuss several Optional Local Calling Plans.
- Now we'll learn how to analyze a customer's calling habits to recommend Optional Local Calling Plans.

Importance of OCPs



- Why are OCPs such an important part of Ameritech's business?

Suggested responses:

IntraLATA toll competition makes it necessary to provide our customers with the best service possible at the best rate possible for their calling patterns.

OCPs ensure that a customer's local service and IntraLATA toll will both be billed on the same bill.

OCPs generate monthly revenue for Ameritech.

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Analyzing Toll to Recommend OCPs, Continued

Recognizing
IntraLATA toll
on customer's
bill

Facilitator Note:

- Demonstrate using the projector for this next hands-on exercise.

Explain:

- Let's begin by making sure that everyone understands how to recognize eligible toll on a customer's bill in CCS. To begin this exercise:
 - ⇒ Access 773-445-5XXX
 - ⇒ Access the ITEMIZED CALL WINDOW
 - ⇒ Locate the Ameritech portion of the itemized calls.
- The calls that are on the Ameritech portion of the bill are not eligible for an OCP (except the Anytime Plan) because even though they are IntraLATA and direct-dialed, they are InterState.
- Now access 847-397-4XXX.
 - ⇒ Access the CallPack window.

Facilitator Note:

- Project the window and point out the message that displays telling whether the customer pays more or saves money with the CallPack.
- Demonstrate the SimpliFive calculator tool:
 - ⇒ Access from the CallPack window or the macro keypad.
- Automatically logged on to the session containing MCDI.

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Analyzing Toll to Recommend OCPs, Continued

Recognizing
IntraLATA toll
on customer's
bill, continued

Advise participants to:

- Access the ARC and locate the Champagne, IL LATA

Explain:

- These pages list all the exchanges within a LATA and shows which ones are handled by Ameritech and which are handled by an Independent company.
 - Now locate LATA Area 1 - the Chicago LATA and page through to page 6. Notice that several of the cities listed are in Indiana and Wisconsin
 - That means these calls are IntraLATA but not IntraState. So, OCPs (other than the Anytime Plan) won't include calls to these cities.
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Analyzing Toll to Recommend OCPs, Continued

**Customer
service**

Explain:

- When a customer calls us about the bill or telephone service, it's important that the itemized calls are reviewed to determine if the customer would benefit from one of our OCPs.
 - Every customer wants to save money and this is one way to instill loyalty in our customer!
 - For every situation you encounter regarding a customer's bill, you should ask yourself:
 - ⇒ Can this customer benefit from one of our calling plans?
 - Or
 - ⇒ This customer has a calling plan---is it the right plan for him?
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Analyzing Toll to Recommend OCPs, Continued

Customer has a
calling plan

Explain:

- If your customer currently has a calling plan you should review their plan to ensure that he or she is subscribing to the correct one.
 - Take into consideration:
 - ⇒ Does the customer consistently make calls?
 - ⇒ Is the customer actually saving with the plan?
 - Once you've quickly evaluated the customer's itemized calls, you would ask questions to help you determine the customer's calling habits.
-

Customer does
not have a
calling plan

Explain:

- If you access the ITEMIZED CALL window and notice that a customer makes IntraLATA/IntraState calls and *does not* have a calling plan, you should research further to determine:
 - ⇒ The types of calls placed (direct dialed, collect, calling card, etc.)
 - ⇒ If usage is consistent from month to month (check previous bills)
 - ⇒ The amount of money the customer is spending on IntraLATA/IntraState toll each month
 - ⇒ Any other clues that will help you make a recommendation for an OCP.
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Salestar

Discovery Book Activity 9

Refer participants to:

- Discovery Book Activity 9 – Salestar



Refer the participants to:

- Toll Job Aid 20 - Salestar – CallPricer (online Job Aid Systems – Salestar – Using CallPricer).
- Toll Job Aid 27 – Salestar – Local Look-up (online Job Aid Systems – Salestar – Local Lookup)

Facilitator Note:

- Allow time to complete Activity 9 Salestar.
- Hold discussion and answer all questions.
- Make sure participants complete all practice exercises in Activity 9.

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Other Calling Plan Subjects

**Recommending
Optional
Calling Plans**

Explain:

- If you have no further questions regarding Salestar, please continue with rest of Handout 9 - Recommending Optional Calling Plans.
- This section covers:
 - ⇒ Issuing orders to add, remove, or change OCPs
 - ⇒ Claim handling.

Facilitator Note:

- Allow time to read.
 - Answer questions.
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Recommending Ameritech Optional Calling Plans

- Description**
- Many customers' calling habits may change once their service is installed.
 - Competition for local toll has already begun in our state; because of this, we must be prepared to respond to the needs of our customers for reliable service at competitive rates.
 - You learned about CallPack 100, Simplifive and the Ameritech Anytime Plan in your Local Service Options Lesson, now you will review what you learned and apply that knowledge to recommending the services to existing customers.
-

- Learning outcomes**
- This lesson is part self-instructional and part facilitator-led. It is designed to enhance your knowledge and understanding of Optional Local Service Calling Plans. At the conclusion of this lesson you will be able to:
- explain and discuss CallPack 100, Simplifive and Anytime
 - analyze toll usage to recommend one of the plans.
 - issue orders to add, remove, or change the plans.
 - handle claims regarding calls billed under one of these plans.
-

- Materials needed**
- Unless you are using online Job Aids, the following materials are needed to complete this lesson:
- Toll Job Aid 18 – OCP Quick Reference
 - Toll Job Aid 19 - Issuing Orders for OCPs.
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- Training time**
- This workbook will take approximately 2 hours to complete.
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OCP General Information

- Introduction**
- Ameritech offers Optional local Calling Plans that are designed to help customers meet some specific needs.
 - Currently Ameritech offers CallPack 100, Simplifive and Anytime in Illinois.
 - As a Sales and Service Representative, you will always look for ways to provide your customers with solutions that will save them money and make using their service more convenient.
-

- Why OCPs**
- Offering OCPs is a means of promoting loyalty towards Ameritech by providing savings to customers for their local and local toll calling needs.
 - OCPs offer the following benefits to our customers:
 - ⇒ Saves money.
 - ⇒ Helps them control the amount of their monthly telephone bill.
-

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OCP General Information, Continued

Let's review!

Before you go on, check your understanding of LATAs.

Use the ARC page that you have just reviewed to answer the questions below.

1. A call between LATAs 2 and 3 would be handled by: (circle one)

_____ Long distance carrier

_____ Local service/Local toll provider

2. A call made from a city within LATA 4 to another city within LATA 4
would be handled by: (circle one)

_____ Long distance carrier

_____ Local service /Local toll provider

3. List three cities in LATA 5.

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OCP General Information, Continued

Let's review,
Continued!

Review the answers below:

1. A call between LATAs 2 and 3 would be handled by:
 X Long distance carrier Local service/Local toll provider
2. A call made from a city within LATA 4 to another city within LATA 4
would be handled by:
 Long distance carrier X Local service/Local toll provider
(i.e. Ameritech)
3. List three cities in LATA 7.
Any city listed on the ARC page LATA-IL-13 is acceptable.

Now let's discuss CallPack 100 Service.

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CallPack Service

CallPack Service

- Locate Toll Job Aid 18 – OCP Quick Reference and read the information regarding CallPacks (online Job Aid Toll – Optional Calling Plans – Illinois OCPs – CallPack 100).
 - CallPack 100 Service is an alternative for our MSA 1, 2, 3, 6, 7, 9, 15 customers with RWN service (Minutes of Use).
 - The customer is billed a flat monthly rate for a plan that includes a set number of untimed calls made within Calling Bands A, B, and C.
 - CallPack service eliminates the distance sensitive minutes of use rate for Band B & C calls.
 - To benefit from a CallPack the customer should have Ameritech as their provider for both local and local toll calls.
 - As you just read there is one available CallPack available to your customers: CallPack 100.
 - CallPacks 250, 400, and 800 have been discontinued. They are Grandfathered products.
 - If the customer has one of these, they may retain it until they move but we will no longer offer the 250, 400 or 800.
-

ARC information

- At this time, access the ARC page titled OCP and review the information explaining the different CallPacks offered.
 - There are pages in the ARC that will help explain the CallPack service to customers in MSAs 2, 3, 6, 7, 9, and 15.
 - ⇒ These pages provide the calling area included in the CallPacks for Ameritech exchanges in those MSAs.
 - ⇒ Use these pages to offer CallPacks to your customers.
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CallPack Service, Continued

- Who need's it?** CallPack service is an excellent service for customers who:
- want the convenience of a predictable bill.
 - makes numerous calls to calling bands B and C (Internet Users).
 - want to call any day of the week, any time of the day or night, all for one low rate.
 - want to talk as long as they like on all their local calls.
 - want the convenience of paying per call not per minute.
-

**CallPack
Window**

Recommending CallPacks to a customer is easy and as there is a program that will assist you with your recommendation.

- The CallPack window reviews the customer's past 3 bills and based on the systems finding will recommend the best plan or even recommend no change to the local service.
 - To use the CallPack Window:
 - ⇒ Access the Sales Aid Window (SAW)
 - ⇒ Click on the CallPack
 - ⇒ Review the recommendation in the CallPack Window
 - Access 847-397-4XXX for an example of an account with Callpack 100.
 - Access and review the CallPack window.
 - If no data is available in the CallPack window, you would review the customer's local usage for the past 3 months to help the customer in making their decision.
 - Access 708-424-8XXX. This account has Callpack 400 which, as you know, is now Grandfathered and cannot be offered.
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CallPack Service, Continued

Recommending CallPacks

- When recommending a CallPack emphasize the following benefits:
 - ⇒ Talk as long as you like on all your local calls.
 - ⇒ Call any day of the week, any time of the day or night.
 - ⇒ All for one low rate.
 - ⇒ There is no charge per minute; all rates are per call!
 - Always verify the customer has Ameritech as their 2 PIC choice and use current Winback guidelines to change them to Ameritech if necessary.
-

Restrictions

- To benefit from the Local toll portion of a CallPack the customer must select Ameritech as the 2PIC choice.
 - CallPack service is not available with Simplifive service.
 - Now let's learn about the Simplifive Calling Plan.
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Simplifive Calling Plan

Simplifive Calling Plan

- Locate Toll Job Aid 18 – OCP Quick Reference and read the information regarding Simplifive (online Job Aid Toll – Optional Calling Plans – Illinois OCPs – SimpliFive). Simplifive Calling Plan is a local calling plan that provides an alternative to the current 4-tiered pricing structure that currently exists in MSA-1.
 - Simplifive covers Bands A, B and C calls between Ameritech customers.
 - Calls terminating to Independent companies or to areas beyond Band C are not covered by the plan.
 - It provides:
 - ⇒ per call billing in Band A (5 cents a call).
 - ⇒ flat rate per minute billing in Bands B & C (5 cents per minute).
 - ⇒ volume discounts apply if usage is over \$15.00.
 - ⇒ Predictability - rates are the same 25 hours a day 7 days a week.
 - The Simplifive Call Plan gives customers rates that are easy to understand and the volume discount applies to calls in Bands A, B & C combined.
 - Most customers will pay about the same amount with Simplifive as with basic rates. Simplifive is designed for customers who are looking for a simple alternative to the more complicated basic rate structure.
 - Access 847-579-0XXX for an example of an account with Simplifive.
-

ARC Information

- Now, access the ARC page for OCP and review the information explaining Simplifive.
 - Return to the lesson when you are done.
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Simplifive Calling Plan, Continued

**Recommending
Simplifive**

- When considering an Optional Local Calling Plan for a customer use the CallPack Window to first determine if the customer would benefit from a CallPack.
- If the customer would not benefit from a CallPack then discuss the Simplifive Call Plan as an option.
- You can also calculate the amount the customer would have saved by using the Simplifive calculator. You only have to click "Simplifive" on the CallPack window or "Simpli5" from the macro-key pad.
- The benefits of the Simplifive plan to cover with the customer include:
 - ⇒ Rates are easy to understand.
 - ⇒ Volume Discounts apply.
 - ⇒ No monthly charge.
 - ⇒ Can call at all times of the day and night 7 days a week for the same rates.

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Simplifive Calling Plan, Continued

Let's review Answer these questions to be sure you understand Simplifive Calling.

1. What is the charge to add Simplifive Calling Plan?

- 2 What is the USOC code for Simplifive?

3. What discount applies if a customer spends \$27.50?

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Simplifive Calling Plan, Continued

Review answers Now review the answers below.

- 1 What is the charge to add CallPack 100?
No Charge
 - 2 What is the USOC code for Simplifive?
O5C
 - 3 What discount applies if a customer spends \$27.50?
15%
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